



WRIGHT AVENUE NEIGHBORHOOD ASSOCIATION
Building a Stronger Community



Wright Avenue Neighborhood Action Plan

Wright Avenue Neighborhood Association, Inc.
P. O. Box 165084 Little Rock, AR 72216

3/1/2016

Wright Avenue Neighborhood Action Plan 2015

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RESOLUTION NO. 14,318

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CITY OF LITTLE ROCK, ARKANSAS, IN SUPPORT OF THE WRIGHT AVENUE NEIGHBORHOOD ACTION PLAN.

WHEREAS, the residents in the area participated in public meetings to discuss and identify area concerns to include in the plan; and

WHEREAS, after months of work by the neighborhood residents, a set of goals and objectives were developed and presented to the Wright Avenue Neighborhood Association; and

WHEREAS, this Plan (Goals and Objectives) provides a way for both neighborhood-based groups and others working in and around the neighborhood to advance the desires and meet the needs of the residents;

WHEREAS, comprehensive planning must include not only interests of the neighborhood immediately affected but the interests of the City as a whole; and

WHEREAS, local government encourages and supports neighborhood-based coalitions that develop individual neighborhood organizations, articulate neighborhood views on community-wide issues, and facilitated the planning process; and

WHEREAS, advocacy planning by neighborhoods is an acceptable and legitimate role for citizens and professional planners.


NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE CITY OF LITTLE ROCK, ARKANSAS.

SECTION 1. The Board of Directors of the City of Little Rock does support the vision and goals as expressed in the Wright Avenue Neighborhood Action Plan.


ADOPTED: April 5, 2016

AT

APPROVED:

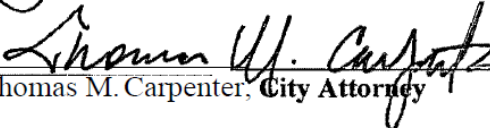


Susan Langley, City Clerk



Mark Stodola, Mayor

APPROVED AS TO LEGAL FORM:



Thomas M. Carpenter, City Attorney

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RESOLUTION NO. 149

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF LITTLE ROCK, ARKANSAS IN SUPPORT OF THE WRIGHT AVENUE NEIGHBORHOOD ACTION PLAN.

WHEREAS, the residents in the area participated in public meetings to discuss and identify area concerns to include in the plan; and

WHEREAS, after months of work by the neighborhood residents, a set of goals and objectives were developed and presented to the Wright Avenue Neighborhood Association; and

WHEREAS, this Plan (Goals and Objectives) provides a way for both neighborhood based groups and others working in and around the neighborhood to advance the desires and meet the needs of the residents;

WHEREAS, comprehensive planning must include not only interests of the neighborhood immediately affected but the interests of the city as a whole; and

WHEREAS, local government encourages and supports neighborhood-based coalitions that develop individual neighborhood organizations, articulate neighborhood views on community-wide issues, and facilitated the planning process; and

WHEREAS, advocacy planning by neighborhoods is an acceptable and legitimate role for citizens and professional planners.

NOW, THEREFORE BE IT RESOLVED BY THE PLANNING COMMISSION OF THE CITY OF LITTLE ROCK, ARKANSAS.

SECTION 1. The Planning Commission of the City of Little Rock does support the vision and goals as expressed in the Wright Avenue Neighborhood Action Plan.

ADOPTED:

3-10-16

ATTEST:


CHAIRMAN


SECRETARY

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Overview

The Wright Avenue Neighborhood is located in the heart of the Central High School National Register Historic District. Although a largely residential neighborhood, the commercial/business section is located along the Wright Avenue corridor.

The residents and businesses of the Wright Avenue neighborhood worked with the City of Little Rock's Certified Planners to develop this Neighborhood Action Plan. This plan will serve as an agreement between the neighborhood association and the City of Little Rock to help guide priorities for the Wright Avenue Neighborhood's capital improvement and community development.

In addition to robocalls, correspondence was mailed to approximately 700 households and businesses soliciting input on neighborhood planning and revitalization. Community surveys and brainstorming sessions were used to gather residents' input and to set priorities. The primary areas of focus include Infrastructure, Housing, Branding, Public Safety, Economic Development, and Youth Activities.

Because this historic neighborhood faces diverse challenges with limited resources available to address them, this plan can serve as a tool to assist the City of Little Rock with making strategic decisions and allocating resources for shaping the Wright Avenue neighborhood into a more vibrant, stable, and sustainable place to live and raise families.

Wright Avenue Neighborhood Boundaries

The Wright Avenue Neighborhood Planning area covers the area from Dr. Martin Luther King Jr. Drive west to the main line of the Union Pacific Railroad, and from Roosevelt Road north across Wright Avenue to 17th Street. This is a predominately residential area. The commercial/business section of the neighborhood is along Wright Avenue. Roosevelt Road (US Highway 70) to the south and the rail lines to the west make strong dividing lines for the neighborhood, Martin Luther King Jr. Drive provides that dividing line to the east with the help of lot orientations perpendicular, however the north boundary with 17th Street is one that blends into the next neighborhood to the north (Central High).

Located in the heart of the Central High National Register Historic District, the Wright Avenue Neighborhood's revitalization is the name of the game. Although a largely residential neighborhood, the primary street - Wright Avenue, is a historic commercial corridor which runs through this national register district which was established in 1991.

Many of the structures within the Wright Avenue Neighborhood were designed by well known architects from the early 20th century, including Frank Gibbs, Thomas Harding, Theo Sanders, Frank Ginnocchio, and Charles L. Thompon. Their work embodied various architectural design styles, including Colonial Revival, Craftsman, Prairie, Queen Anne and American Foursquare.

The residents of the Wright Avenue Neighborhood are currently working to build a stronger neighborhood by improving upon the quality of life - combating community deterioration; addressing criminal activity; and embracing a progressive revitalization program.

The Historically Significant
Wright Avenue Neighborhood
 Little Rock (Pulaski County), Arkansas 72202

Washington Heritage House
 Little Rock Central High School
 Old Main Arkansas Baptist College
 Paul Lawrence Dunbar High School
 2401 Wright Avenue
 1915 South Battery
 Lamb-McSwain House
 2124 Rice Street
 1922 Battery
 Charles Clary Waters House
 2004 W. 22nd
 The James Mitchell School
 Rice-Bowman House
 2015 So. Battery
 William L. Rogoski House
 2417 South Marshall

17th Street
 Park Street
 Wright Avenue
 Battery Street
 Dr. Martin Luther King, Jr. Drive
 Roosevelt Road

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14

Flower Park

our distinctive neighbors

History

The area is largely residential in composition and is bisected by Wright Avenue, the historic commercial corridor through the area. Though the platting of additions had taken place between 1877 and 1919, little building occurred in the "West End of Little Rock until the late 1890's. Around 1870, carpetbagger Milton Rice built an imposing home, known as Oak Grove, on twelve acres among the rolling hills west of the Little Rock city limits. Though greatly modified, is located at 2015 S. Battery Street. This block features a median, originally called the "Flower Garden", which is unique for the street grid pattern.



The area was subdivided into parcels by several notable citizens: Fulk Addition by Francis Marion Fulk, who was described in the Arkansas Gazette as "one of the wealthiest and best known citizens of Little Rock"; Moore and Penzel Addition by Colonel John Moore, a lawyer, and Charles P. Penzel

who was a banker and the director in the Little Rock Railway and Electric Company; Fleming and Bradford Addition by Henry G. Fleming who was a real estate dealer and engineer for the Missouri Pacific system; Sheldon Addition by Orin Sheldon who ran a dairy near 21st between Battery and Spring (renamed Summit); and Oak Terrace by Milton L. Rice who was a state senator, president of the Cairo and Fulton Railroad, and carpetbagger lawyer.

1904 City ordinances included plans for track extensions to existing lines from downtown along 9th and 15th Streets. One route expanded beyond the service to West End Park (current site of Central High School) south along Park and Schiller to 25th Street. This area was not improved immediately upon being platted into lots. Mayor Charles E. Taylor's reelection campaign in 1914 outlined his administration's progress in street improvements - the paving of eight blocks of Summit, Schiller and Adams Streets, additional work along 19th and 20th Streets and 19 blocks in concrete along 16th, 17th and 18th Streets in Park Addition. It is important to remember that though some improvements were in place and many others were in the planning stages, the West End was still largely undeveloped in the early twentieth century.

A notable building in the area is the James Mitchell School at West 24th and Battery Streets which was built in 1908-10 and designed by Thomas Harding Jr.

Existing Zoning & Land Use Plan:

Much of the neighborhood is zoned R-4, Two-Family District with R-3, Single Family District next most common. Combined over 75 percent of the neighborhood is zoned one of these two districts. Both of these districts allow single family detached houses 'by-right'. The 'R-4' district also allows by-right a duplex or two residential units on one parcel. All the areas zoned either of these districts is shown on the City Land Use Plan as Residential Low Density recommending residential development at no more than 6-units per acre.

Along much of Wright Avenue the Land Use Plan recommends either Mixed Use or Commercial. Mixed Use (MX) may be commercial, office or residential or any combination of the three. Most to this area is zoned C-3, General Commercial with some O-3, General Office and PCDs (Planned Commercial Districts). There is a 'node' of commercial Land Use and C-3 zoning at the Dr. Martin Luther King Drive-Roosevelt Road intersection. The former school site between Summit and Battery on Roosevelt Road is a PCD with a MX Land Use designation. The commercially zoned areas account for almost 10 percent of the area, over 28 acres.

Along the western edge of the neighborhood (either side of Thayer Street, south of Wright Avenue) is an area shown for Industrial on the Plan and zoned I-2, Light Industrial. This is an area of 15 to 20 acres and accounts for 5.5 to 7.6 percent of the area. The Park zoned areas amount to just over 9 acres or 3 percent of the area. The Land Use Plan shows 18 acres for Park/Open Space. This includes the state owned 'overflow area' for the Fairgrounds which is open grass most of the year.

Crime:

The incidents of Crime within the Wright Avenue Neighborhood Association area have been showing a steady and slow decline. For the ten year period, about 5 to 6 percent of all the crimes in Little Rock were in this area with over 300 incidents a year.

However, in the last few years the number of incidents has fallen to around 200 or less than 4 percent of all the crimes in the City. In discussions with the residents, there is a lack of confidence between residents and the police. There is a general need to increase contacts and to encourage residents to reach out to the Police when they see something unusual or wrong.

Circulation:

The street system is a grid network of streets. This makes getting around and through the neighborhood easy with multiple options. Roosevelt Road along the southern boundary is a US Highway and Principal Arterial on the City's Plan. The primary purpose of a Principal Arterial is to provide moving around and through the City. Wright Avenue is also designated as an Arterial (Minor Arterial), with the same primary purpose as Roosevelt Road to move vehicles around and through the City. Dr. Martin Luther King Jr. Drive is designated as a Collector on the Street Plan. The purpose of a Collector is twofold: to connect the neighborhoods to the 'Arterial System' of roads and to provide access to adjacent properties. The remaining streets in the area are 'Local' streets whose primary purpose is to provide access to adjacent properties and secondary purpose to move vehicles around the neighborhood.

Most of the Streets within the neighborhood have sidewalks, though many are in disrepair. A good sidewalk system on a grid-street system makes walking around the neighborhood easy and convenient.

Park/Open Space:

There are two areas zoned for 'Park' within the neighborhood. One is the Barton Park, west of Howard Street and north of Roosevelt Road. The 'green space' south of the Barton Park to Roosevelt Road is State owned and used for overflow parking for some events at the State Fair grounds. Barton Park is developed with a ball field. The second 'Park' zoned area is the median in Battery Street from Charles Bussey Avenue to 21st Street. As the 'Southwest bike/hike Trail' is developed, Barton Park will be linked to the trail and provide access for the neighborhood to that trail (from the Arkansas River to Hot Springs).

Infrastructure

Streets, sidewalks, curbs, gutters, pavement; Street Light installation/improvement; Park Upgrades-- landscaping, playground equipment, facilities, amenities; Environmental issues-- brownfield; Green Infrastructure--open spaces, parks, trees, plants, groundwater source, irrigation, native landscaping

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Infrastructure Goals

To improve and maintain the neighborhood infrastructure networks to have a safe, attractive neighborhood that services current and future residents, and promote revitalization.

▶ Infrastructure Objective #1

Ensure streets within the neighborhood are safe, well maintained, and present a positive image for the residents and visitors. (Maintain priority list of street, curb, and gutter reconstruction and resurfacing).

▶ Infrastructure Objective #2

Neighborhood streets which are safe and accessible to all: reduce speeding, improve safety for pedestrians and function to connect people within our neighborhood.

▶ Infrastructure Objective #3

Ensure the streetscapes are inviting for our residents and visitors.

▶ Infrastructure Objective #4

Increase safety by developing an inventory of streetlights in the neighborhood. Identify locations where additional lighting is needed, and develop a maintenance plan for limb removal and light replacement.

▶ Infrastructure Objective #5

Improve storm drainage in the neighborhood; eliminate street flooding.

▶ Infrastructure Objective #6

Add green infrastructure which provides safe places for residents to rest, play and visit; include both active and passive green open space.

▶ Infrastructure Objective #7

Provide Wi-Fi and high speed internet access in and for the Wright Avenue neighborhood.

▶ Infrastructure Objective #8

Have a safe complete wastewater system in the neighborhood.

Housing

(Preserve historic housing --redevelopment is better than teardown; Redevelop Abandoned housing; Provide maintenance assistance for low income/senior citizens; Provide Rehab Assistance)

The predominant use is single-family detached homes in the area. There is a scattering of vacant lots throughout the neighborhood; most of these tracts once had homes on them. There are also numerous duplexes or parcels with two residential units on them within the neighborhood.

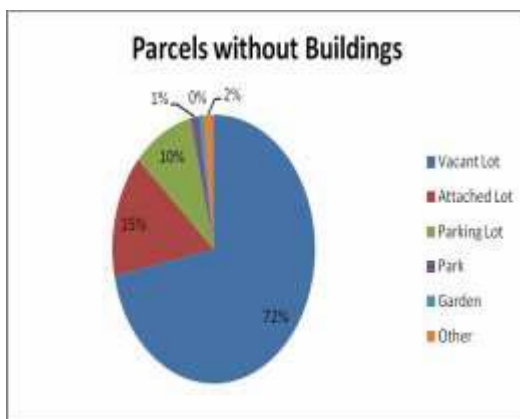


Churches and religious structures can also be found scattered around the neighborhood. Some churches are small, one residential lot in size, with others being up to a half city block size.

There is an older commercial core along Wright Avenue from Dr. Martin Luther King Drive to Summit. There has been some loss of structures over the years resulting in some vacant land scattered in the historic commercial district for the neighborhood. Also along Wright Avenue west of Park is another area of commercial uses with some churches.

Vacant tracts can be found in this area as well.

There are several older industrial warehouse distribution types of structures along Thayer Street, south of Wright Avenue. The City also has a 'materials' yard in this location.



*# Vacant Lots = 214
 # Attached Lots = 44
 # Parking Lots = 29
 # Parks = 4
 # Gardens = 2
 # Other = 5



*# Parcels w/Good Maintenance = 147
 # Parcels w/Fair Maintenance = 110
 # Parcels w/ Poor Maintenance = 38

Housing Goal

To preserve housing; to promote rehab of existing houses, both occupied and unoccupied and to promote rich history of area.

▶ **Housing Objective #1**

Develop programs and educate public on existing programs to rehabilitate and restore properties in the area.

▶ **Housing Objective #2**

Market area to general public to encourage people to move into neighborhood and rehab houses.

▶ **Housing Objective #3**

Work with the City of Little Rock departments to reduce the number of demolitions of structures in the area.

▶ **Housing Objective #4**

Work with property owners of vacant and abandoned structures to educate them on available programs to rehabilitate their structures or sell them to individuals that have resources to rehabilitate them.

▶ **Housing Objective #5**

Work with Housing and Neighborhood Programs to enforce on derelict properties.

▶ **Housing Objective #6**

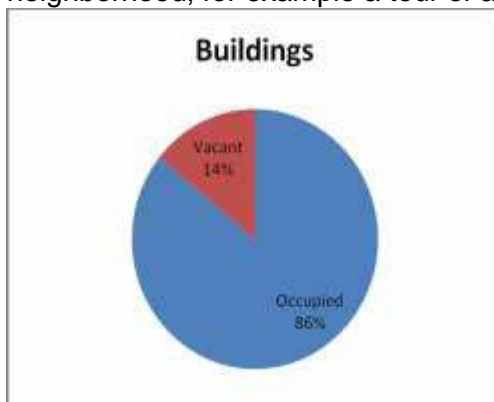
Work with City of Little Rock and property owners to explore a Design Overlay District for appropriate infill when new construction, additions, or modifications to structures are proposed.

▶ **Housing Objective #7**

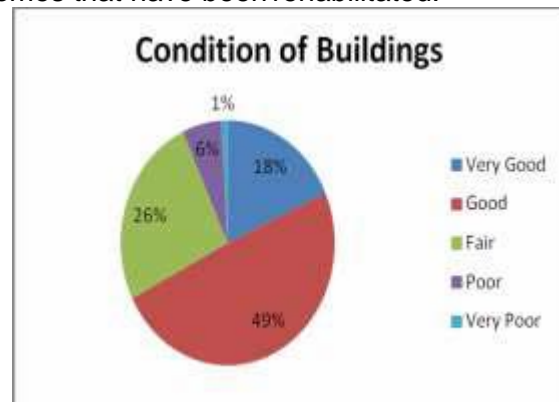
Provide maintenance assistance for low income/senior citizens for housing repair. Educate the public on what programs are available and how to apply for such assistance.

▶ **Housing Objective #8**

Create programs to educate property owners and others on the historic assets of this neighborhood, for example a tour of area homes that have been rehabilitated.



*Number of Buildings = 826
 Number Occupied = 709
 Number Vacant = 117



*Number in Very Good Condition = 152
 Number in Good Condition = 406
 Number in Fair Condition = 211
 Number in Poor Condition = 49
 Number in Very Poor Condition = 8

Branding Goals

To develop a branding/marketing strategy to promote rich history, to promote new businesses, retain existing businesses and to attract new residents to the neighborhood.

▶ Branding Objective #1

Create a positive image for the neighborhood and counteract any negatives through social media, press releases/conferences, etc.

▶ Branding Objective #2

Develop or refine brand to use in marketing plan.

▶ Branding Objective #3

Create a marketing plan for the neighborhood.

▶ Branding Objective #4

Document the rich history of the area including the built environment and the cultural history of the people and events that happened in the area.

▶ Branding Objective #5

Develop neighborhood tours of important buildings, birthplaces, sites, and cultural events.

▶ Branding Objective #6

Develop Gateways into neighborhood and develop banners utilizing branding.

Economic Development Goal

To assure that the Wright Avenue Neighborhood has employment opportunities and is a location where individuals and groups come to invest and reinvest to build a vibrant active business area.



- ▶ Economic Development Objective #1
Develop a Wright Avenue Merchants Association (WAMA) of property owners and business operators.
- ▶ Economic Development Objective #2
Work with owners of commercially zoned vacant property to explore potential development of their property.
- ▶ Economic Development Objective #3
Explore different zoning regulations so that future developments will be in keeping with the historic nature of the neighborhood.
- ▶ Economic Development Objective #4
Work with property owners and City Officials on various funding (taxing – Tax Increment Finance, special improvement district, etc.) options for continued redevelopment of the area
- ▶ Economic Development Objective #5
Work with the property owners of historic buildings to take advantage of tax credits for rehabilitation of historic properties.
- ▶ Economic Development Objective #6
Work with City Economic Development Officer to recruit new businesses to the area.
- ▶ Economic Development Objective #7
Develop a plan, along with property owners, to redevelop the abandoned industrial areas in the area.
- ▶ Economic Development Objective #8
Work with the State Livestock Association on security issues during events and how their economic impact can be spread throughout the area.

Public Safety Overview

The incidents of Crime within the Wright Avenue Neighborhood Association area have been showing a steady and slow decline. Over a ten year period, about 5 to 6 percent of all the crimes in Little Rock were in this area with over 300 incidents a year.

However, in the last few years the number of incidents has fallen to around 200 or less or less than 4 percent of all the crimes in the City. In discussions with the residents, there is a lack of confidence between residents and the police. There is a general need to increase contacts and to encourage residents to reach out to the Police when they see something unusual or wrong.

Public Safety Goal

To have a safe environment for area residents, businesses and visitors

- ▶ **Public Safety Objective #1**
Increase visibility of police in the neighborhood.

- ▶ **Public Safety Objective #2**
Encourage more interaction between the neighborhood and police officers.

- ▶ **Public Safety Objective #3**
Develop and maintain a neighborhood based information system for crime and suspicious activities.

- ▶ **Public Safety Objective #4**
Work with others to improve resources for 're-entry' training, jobs, support services.

- ▶ **Public Safety Objective #5**
Work with police to close drug houses.

- ▶ **Public Safety Objective #7**
Work with police department to enforce traffic laws – speed and stop signs.

- ▶ **Public Safety Objective #8**
Work with Arkansas Baptist College to coordinate efforts to patrol and monitor activity in and around Arkansas Baptist campus.

Youth Activities Goal

To provide activities for youth in the neighborhood to build strong positive citizens who have a strong sense of who they are, where they are from and productive citizens.

▶ Youth Activities Objective #1

Provide positive alternative activities for youth in the neighborhood.

▶ Youth Activities Objective #2

Provide initiatives for area juveniles with mentors and help guide them to more positive activities.

▶ Youth Activities Objective #3

Work to develop career pathway and employment experiences for area youth.

Action Items and Priorities

	Priority	Project Type	Project Name	Project Begin/End Limits		Comments
1.	1	Drainage	Wright Avenue	Repair Water standing in the street at the southwest side of Wright Avenue and Battery		
2.	1	Drainage	Howard Street	Repair Storm drainage along Howard Street		
3.	1	Drainage	Schiller Street	Repair Storm drainage along Schiller Street		
4.	1	Drainage	Dr. Martin Luther King, Jr.	Repair Flooding at intersection of Dr. Martin Luther King Drive and 23 rd		
5.	1	Drainage	Dennison Street	Repair Flooding along Dennison Street		
6.	2	Drainage	Springs/ Waterlines	Evaluate springs/waterlines seepage areas		
7.	2	Drainage	Problem Inventory	Maintain prioritized list of priority drainage problems to address with City's Public Works department		
8.	1	Street	23 rd Street	Reconstruct Curbs along 23 rd Street from Martin Luther King to Wolfe		
9.	1	Street	21 st Street	Reconstruct 21 st and Martin Luther King – intersection reconstruction (turning radii)		
10.		Street	Dennison	Reconstruct Dennison needs curbs rebuilt		
11.	1	Street	19 th & 20 th	Reconstruct 19 th Street & Charles Bussey - curb and gutter		
12.	1	Street	Wright Avenue	Wright Avenue Street and Curbs		
13.	2	Street		Reconstruct streets where needed. This includes adding missing, deteriorated, or non-functioning curbs and gutters.		
14.	2	Street	Street Sweeping	Work with the Public Works Department on street sweeping schedules, begin discussion about 'no parking' on street sweeping days		
15.	2	Street	Alleys	Work to assure all alleys are clear and		

				maintained to support traffic.		
16.	1	Resurface	Battery	Re-surface all streets south of Wright Avenue, Resurface Battery (Roosevelt to Wright)		
17.						
18.	1	Resurface	Wolfe	Resurface Wolfe (Roosevelt to Wright)		
19.	1	Resurface	Summit	Resurface Summit (Roosevelt to Wright)		
20.	1	Resurface	MLK	Resurface Wright Avenue (Martin Luther King to Bridge),		
21.	1	Resurface	Schiller	Resurface Schiller (Roosevelt to Wright)		
22.		Streetscape	Battery Median	Work with the City (Parks and Public Works Departments) to maintain and improve the Battery median.		
23.		Streetscape	Battery Median	See if there is an organization (garden club, etc.) that would take on the median as a project.		
24.		Streetscape	Wright Avenue	Work with the City and property owners to implement the streetscape plan for Wright Avenue.		
25.		Streetscape		Work with the City and Entergy to move power lines underground to reduce storm outages and improve the appearance of neighborhood.		
26.		Streetscape	Bus Shelter	Add bus shelters at transit stops.		
27.		Traffic	Street Lights Problem Inventory	Review the City's (Traffic Engineering) street light inventory maps for non-working or missing lights.		
28.		Traffic	Street Lights Replacement	Report locations of missing or non-working lights to the Public Works Department (Traffic Engineering) for repair/replacement.		
29.		Traffic	Street Light Blockage	Report locations of street light blockage limbs, structures, etc.) to the Public Works Department (Traffic Engineering).		
30.		Traffic		Provide 'period' style for street lights along Wright Avenue and other major Streets such as Dr. Martin Luther King Jr Drive and Battery Street.		
31.						
32.		Green Space	Pocket Parks	Identify potential vacant lots that might be developed as pocket parks.		
33.		Green Space	Parks	Work with the Parks Department and Little Rock Parks Commission on plans to improve Parks within or near the neighborhood.		
34.		Green Space	Park facilities	Develop new facilities within Barton Park – playground equipment, walking trails, picnic area, etc.		
35.		HighSpeed		Inventory available internet capabilities		

		Internet			
36.				Work with the City, Arkansas Baptist College, Philander Smith College, National Park Service and local businesses to expand internet availability in the area	
37.		Wastewater seepage		Identify suspected locations of sewer lines under structures.	
38.		Wastewater seepage		Work with the City, and Wastewater Utility to verify Wastewater line locations.	
39.		Wastewater seepage	Relocate Lines to public right-of-way	Work with property owners and the Wastewater Utility to relocate lines to public right-of-way or an easement not under structures.	
40.		Housing	Tax Credits	Utilize State and Federal Tax Credits,	
41.		Housing	Grants	Utilize Grants or low interest loans for basic code based upgrades to houses, etc.	
42.		Housing	Rehab	Rehabilitation or redevelopment of properties is better than teardown.	
43.		Housing	Redevelopment Alternatives	Explore alternatives to demolitions to redevelop abandoned structures.	
44.		Branding		Search for pro bono expertise for banner / branding advice that includes public participation that is inclusive to all neighborhood citizens.	
45.		Branding	Logo	Review neighborhood logo that is already being used.	
46.		Branding	QQA	Consider incorporating Quapaw Quarter branding.	
47.		Branding	Business Branding	Encourage area businesses to display branding items in their windows, signage, and advertising.	
48.		Branding		Incorporate recruitment of new businesses in marketing plan including local in-home businesses that may need a storefront.	
49.		Branding		Incorporate recruitment of new homeowners in the marketing plan.	
50.		Branding	Movies on the Boulevard	Market existing activities, such as Movies on the Boulevard, to the neighborhood and the entire city.	
51.		Branding	City Public Relations branding	Utilize City Public Relations officer to promote positive events and aspects of the neighborhood.	
52.		Branding Rich History		Work with existing organizations, churches, sororities, civic groups, etc. to obtain information.	
53.		Branding		Provide the information to those that will	

		Rich History		share the information in a public manner for educational purposes.		
54.		Branding Rich History		Promote various movies that have been filmed in the neighborhood with film festivals.		
55.		Branding Rich History	Butler Center Resource	Access The Butler Center for Arkansas Studies for documentation of oral histories.		
56.		Branding Rich History	Tours	Establish include self-guided tours by vehicle or walking, yearly tour events, etc. featuring important buildings, birthplaces, sites, and cultural events.		
57.		Branding	Gateways	Develop Gateways branding.		
58.		Branding		Review streetscape by Parks and Recreation for applicability.		
59.		Branding		Review Banners to be installed on Wright Ave for further additional use in the area.		
60.		Economic Development	Branding	Explore joint advertising and branding of the commercial district, etc.		
61.		Economic Development	WAMA	Include a WANA representative on the WAMA; and/or attend each other's meetings.		
62.		Economic Development	SOMA	Meet with South Main business owners to get items on funding, branding, working together for the area		
63.		Economic Development	Popup	Talk with 'Popup in the Rock' to get an event on Wright Avenue		
64.		Economic Development		Explore environmental constraints of the potential industrial property,		
65.		Economic Development	Long Term Goals	Develop long term goals for the commercial area,		
66.		Economic Development	Market Potential	Market potential of the commercial property		
67.		Economic Development		Explore environmental constraints of the property		
68.		Economic Development		Work with Property owners and City Staff meet to develop concepts for future development standards for Wright Avenue (Design Overlay District, or special standards)		
69.		Public Safety	Bike patrol during fair	Need Police on bikes during events at fair grounds		
70.		Public Safety	After-dark patrol	Increase after dark police patrols in the neighborhood		
71.		Public Safety	Police-citizen relationship	Increase police contacts with citizens when on patrol in the neighborhood		
72.		Public Safety		Develop a public relations campaign to develop mutual trust and respect between neighborhood residents and the		

				Little Rock Police Officers that serve our community; i.e.: Slogans: "We Stand United in Fighting Crime" or "We are in this Together- Fight Crime"		
73.		Public Safety		Continue the initiative by the CORO officer to give information to the neighborhood about crime in the surrounding area of Wright Avenue Neighborhood Association. Understanding that all crime may not be within the boundaries of the Wright Avenue Neighborhood Association but being aware that crime bleeds into close proximity areas.		
74.		Public Safety		Getting neighbors and stakeholders to come together to openly discuss crime issues in the neighborhood with sound solutions. Building on trust of neighbors and the Police Department.		
75.		Public Safety		More personal and positive contact by police officers with neighbors at neighborhood events; such as Movies on the Boulevard, National Night Out; in order to build trust and mutual respect.		
76.		Public Safety		Police involved in the community, attend neighborhood activities/meetings		
77.		Public Safety		Neighborhood representative to attend quarterly watch meetings and other police sponsored events		
78.		Public Safety		Have 'real person' to answer phone		
79.		Public Safety		Give key police department contact numbers (i.e. Narcotics division) to neighbors that will connect them for assistance concerning public safety, but keeping in mind that 911 is the best number to call for immediate assistance.		
80.		Public Safety		Develop a website for the Neighborhood that will provide information about community activities, services, and crime watch initiatives.		
81.		Public Safety		Develop a Yahoo group account to disseminate information concerning crime in the neighborhood as well as to provide ongoing safety and crime prevention tips.		
82.		Public Safety		Develop phone tree to disperse information on crimes and activities in neighborhood		
83.		Public Safety		Have list available of half-way houses with contact for each		

84.		Public Safety		Have list available of parolees and parole officers working in area		
85.		Public Safety		Develop a sex offender website to post photos of sex offenders and their locations in the neighborhood. Can be part of neighborhood website.		
86.		Public Safety		Call Narcotics team immediately, if you witness a drug transaction.		
87.		Public Safety		Develop a public campaign initiative to get neighbors to watch out for each other. It was suggested naming the program "Neighbors Watching Out for Neighbors".		
88.		Public Safety		Talk to neighbors – know each other, tell your neighbors about your plans (when away etc.)		
89.		Public Safety		Encourage all neighbors to get involved in fighting crime. Develop Block Captains to patrol the area (by vehicle or by foot) in order to give tips to the police department about possible crimes and crime areas, as well as to give neighbors information concerning public safety issues. Review Hillcrest Neighborhood Association "Forbidden Hillcrest" Neighborhood Watch Program and model some of their positive initiatives.		
90.		Public Safety		Encourage residents who are reluctant to visibly speak to officers after reporting a crime to a 911 dispatcher, to give their phone numbers to dispatchers for the officers to speak with them afterwards by phone or at another location for follow up and additional information		
91.		Public Safety		Encourage businesses to post 'No Loitering' signs and then enforce them both by property owner and Little Rock Police		
92.		Public Safety		Encourage residents to purchase cameras for their homes/businesses to deter burglaries, thefts and robberies.		
93.		Public Safety		Better enforcement of the City leash law and laws governing security dogs on commercial property.		
94.		Public Safety		Report loud music when happens		
95.		Public Safety		Give key police department contact numbers (i.e. Narcotics division) to neighbors that will connect them for assistance concerning public safety, but keeping in mind that 911 is the best number to call for immediate assistance.		

96.		Public Safety		Need more Parole Officers		
97.		Public Safety		Provide programs for skills improvement – job skills and life skills for parolees (Re-entry)		
98.		Public Safety		Make available job listings at the resource center – ‘Job Bank’ (Make a listing of jobs if not available)(Re-entry)		
99.		Public Safety		Work with Community Programs Department to advertise services- job training, etc. (Re-entry)		
100.		Public Safety		Develop and make available a list of community service opportunities in neighborhood (Re-entry)		
101.		Public Safety		Develop alternatives for homeless and drug/alcohol users (Re-entry)		
102.		Public Safety		Develop programs with churches – parolees and homeless		
103.		Public Safety		Encourage alternative sentencing		
104.		Public Safety		Need to close down drug houses/prostitution in neighborhood		
105.		Public Safety		Place cameras in strategic locations in the neighborhood where there have been reports of ongoing drug trafficking and prostitution.		
106.		Youth		Identify areas for play within the neighborhood		
107.		Youth		Develop educational activity for kids within the Wright Avenue Neighborhood Association (WANA)		
108.		Youth		Develop a community garden for the area to teach youth healthy eating options		
109.		Youth		Develop activities for special needs youth		
110.		Youth		Develop more outdoor activities for families in and around the neighborhood		
111.		Youth		Develop a location for internet access for children within the neighborhood		
112.		Youth		Apply for Community Programs ‘Small Grant’ for youth activity to provide a neighborhood sponsored positive activity.		
113.		Youth		Develop a youth component to the ‘On the Boulevard’ activities		
114.		Youth		Advertise the ‘Summer Playground Program’ (Parks & Recreation program) in neighborhood communications – newsletter, post at Wright Avenue Resource Center, etc. (prior to May 1 of each year)		
115.		Youth		Identify juveniles who have been		

				involved in a situation with the police or judicial system and team them with a neighborhood mentor		
116.		Youth		Work with COPP officer to identify youth who might need a positive mentor.		
117.		Youth		Apply for Community Programs 'Small Grant' for youth activity to implement a neighborhood sponsored positive activity.		
118.		Youth		Develop training programs with Community Programs Department and others for youth and young adults to gain meaningful work experiences		
119.		Youth		Advertise 'Summer Jobs for Youth' program through Community Programs Department in neighborhood communications – newsletter, post at Wright Avenue Resource Center, etc. (Prior to April 1 of each year)		
120.						
121.						

*Results of ReLocal study